

1. (Amended)

A method of evaluating customer service performance of a specific employee at a point of transaction and at a time of transaction, comprising:
presenting a question to a customer at the point of transaction and the time of transaction about the employee's performance using an electronic payment device;
obtaining a response to the question from the customer at the point of transaction using the electronic payment device;
recording the customer's response;
evaluating the response.

3. (Amended)

The method of evaluating customer service performance according to claim 1 wherein the question is presented to the customer on a display of the electronic payment device.

4. (Amended)

The method of evaluating customer service performance according to claim 1 wherein the question is presented on a monitor of the electronic payment device and the response is entered on a keyboard of the electronic payment device.

10. (Amended)

The method of evaluating customer service performance according to claim 1, further comprising:
communicating an alert signal when the customer service response falls below a threshold.

Please add the following new claims 23-31:

23. A method of evaluating customer service performance of an employee at a point of transaction and at a time of transaction, comprising:
presenting a question to a customer at the point of transaction and at the time of transaction about the employee's performance using an electronic payment device;
obtaining a response to the question from the customer at the point of transaction and the time of transaction using the electronic payment device; and
evaluating the response at the point of transaction and the time of transaction.
24. The method of claim 23 further comprising communicating an alert signal at the time of transaction based on the response.
25. The method of claim 23 further comprising offering the customer a reward as an incentive to provide the response to the question.
26. The method of claim 23 further comprising selecting the question to present from a group of questions using the electronic payment device.
27. The method of claim 23 wherein the point of transaction is a store, the customer and the employee being physically present at the store at the time of transaction.
28. The method of claim 23 wherein the step of evaluating the response is scoring the response.
29. The method of claim 23 further comprising storing the response.
30. The method of claim 23 further comprising tying the employee's compensation to the response.

31. A system for collecting customer feedback of an employee's performance at a point of transaction and at a time of transaction, comprising:

- an electronic payment device adapted to present a question to the customer about the employee's performance and adapted to obtain a response to the question from the customer at the time of transaction and at the point of transaction;
- a memory in operative connection with the electronic payment device for storing the response;
- and
- a control program adapted to link the employee and the response and adapted to cumulatively evaluate the employee's performance.